

Subject: RE: Proposal for Gateway Monument
From: "Chrestensen" <chrestensen@earthlink.net>
Date: 05/03/2017 04:33 PM
To: "'eric eisenberg'" <ericeoban@gmail.com>
CC: "'Lorena Parker'" <deydaparker@gmail.com>, "Lorena Parker" <lparker@sanpedrobid.com>

Good afternoon.

I am looking at scheduling for the upcoming month with some additional new work and I just wanted to make sure I am still planned as a team member for this development. I'm not sure what the timing is nor any new developments for the monument or signage, but if you could update me I would really appreciate it.

Best,

Erik

From: Chrestensen [mailto:chrestensen@earthlink.net]
Sent: Monday, March 27, 2017 5:55 PM
To: 'eric eisenberg'
Cc: 'Lorena Parker'
Subject: RE: Proposal for Gateway Monument

Hi Eric thanks for the response.

I took the liberty to share and add a few of the images I had for last week's discussion if it helps you in some way share with your team. Please see the attachment. These are just loose ideas.

I also added the referenced Santa Monica pier image you reacted to. *The first two images you see in the PDF are designs I created for the Port of LA, probably about 8 years ago in a revitalization presentation I had worked on. My assumption is this is what has now extended into the overall San Pedro marketplace redevelopment effort.*

Here are a few ideas on the "branding" of the gateway sign. I like where you are heading.

Building upon this are some other options:

*Welcome to
Historic Downtown San Pedro*

*Downtown San Pedro
The Official port for Los Angeles since 1897*

*Downtown San Pedro
A historic and vibrant port community*

Looking forward to helping out beyond this, so let me know when you are prepared to move forward with any further creative or design services.
It's a great project.

Best,

Erik Chrestensen
Chief Creative Officer & President
Chrestensen Design, Inc.
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-----Original Message-----

From: eric eisenberg [<mailto:ericeoban@gmail.com>]
Sent: Monday, March 27, 2017 10:53 AM
To: Chrestensen
Cc: Lorena Parker
Subject: Re: Proposal for Gateway Monument

Hi EriK,
I would like to see your suggestions.
Historic Downtown San Pedro.

Eric

On Mon, Mar 27, 2017 at 10:30 AM, Chrestensen <chrestensen@earthlink.net> wrote:

> Good morning Lorena, I just wanted to verify that you and Eric
> received this as I believe you wanted to have for your meeting this week.

>

> Thanks much and I appreciate it.

>

>

>

> Erik

>

>

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> From: Chrestensen [<mailto:chrestensen@earthlink.net>]

> Sent: Friday, March 24, 2017 9:34 AM
> To: 'Lorena Parker'; 'ericeoban@gmail.com'
> Subject: Proposal for Gateway Monument
>
>
>
> Hi Lorena and Eric. Thanks very much for taking the time to meet with
> me Wednesday.
>
> I walked around and explored the oceanfront further as well as 6th
> street and there is so much potential to bring this destination back
> to the masses so to speak!
>
> If there are any questions you have, or if you know of anyone else in
> your area that could use our assistance, please let me know.
>
>
>
> If you could define for me the EXACT wording that you would like on
> the Gateway Monument that would be very helpful. I agree that you
> don't need to necessarily add adjectives like "Historic" as the area
> should and will speak for itself, but maybe adding an incorporation
> city date for San Pedro on one option would be interesting?
>
>
>
> Really looking forward to being involved and our proposal is attached.
>
>
>
> Speak soon,
>
>
>
>
> Erik Chrestensen
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> Chief Creative Officer & President
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> Chrestensen Design, Inc.
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